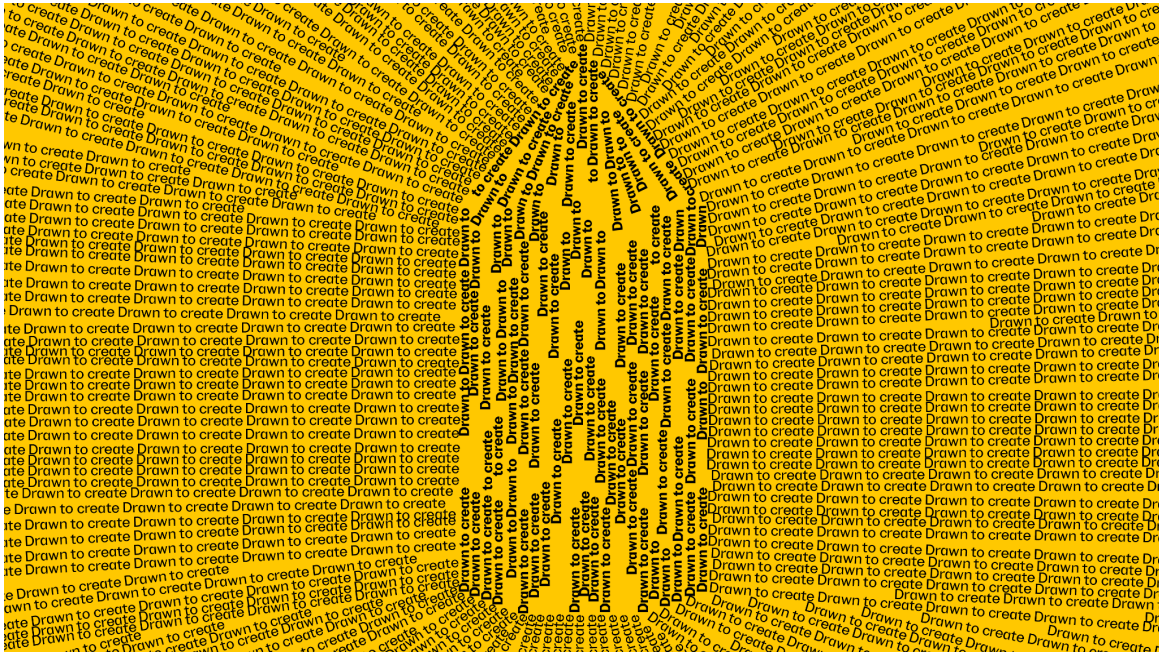




**UNDER EMBARGO UNTIL WEDNESDAY 9TH APRIL 2025, 11AM BST**

## **D&AD REVEALS 2025 FESTIVAL LINEUP AT LONDON'S ICONIC SOUTHBANK CENTRE WITH NEW CREATIVE LOOK AND FEEL**



***The D&AD Festival brings global creative leaders and innovators together to share ideas and insights. From talks with industry giants from the likes of Skyscanner, KFC, Open AI and The New York Times to deep dives of some of the world's best creative work, the two-day event will culminate with the prestigious D&AD Awards Ceremony, awarding the very best in global creativity.***

**[9<sup>th</sup> April 2025, London]** This May, D&AD's prestigious annual festival returns to London, bringing together the world's most innovative and creative minds in design, art direction and advertising to London's epicenter for creativity – the Southbank Centre.

Taking place on May 21-22, 2025, the event promises to push the boundaries of creativity and craftsmanship in an evolving industry and is packed with keynote speakers, hands-on workshops and inspiring awards showcases including an exhibition of 2025 D&AD Award-winning work plus the inaugural annual ceremony on the last evening of the D&AD Festival. Celebrating its 7<sup>th</sup> Year, the festival will provide a dynamic and exclusive opportunity for



guests to refuel their inspiration, learn and listen to some of the brightest minds in forward thinking discussions.

The festival will feature 80+ international speakers across two stages; one for big discussions and inspirational content, and another for more focused learning and insight-driven content. You can also expect D&AD's world-class Masterclass content, keynote talks and interviews with incredible creatives, networking and learning opportunities, interactive activations and D&AD's highly anticipated insight sessions led by global and local creative leaders. Masterclasses with industry-leading trainers will also take place, as well as live jury insight sessions where judges reveal the type of entries that sparked discussion and debate in the jury rooms.

Speakers from brands such as Skyscanner, KFC, Open AI and The New York Times will join a diverse mix of award-winning designers, advertisers, tech leaders, and storytellers from across the creative world. They will delve into trending subjects such as AI, Craftsmanship, Design, Advertising, Creativity in 2025 and Technology.

*"Stimulating, enabling, and celebrating creative excellence is very much at the heart of the festival. It's what D&AD does 365 days a year, and we're delighted that we can provide an accessible creative focal point in the calendar year where authentic speakers, excellent practical insights and real-life learning can be explored."*

*"We have all been drawn to creativity in some way, shape, or form, so what better place to delve into that connected experience with the world's best creative minds than at the D&AD Festival," said **Donal Keenan, D&AD COO and Awards & Festival Director***

D&AD has also announced a first round of sponsors, including HP Industrial Graphics who will be back at the Festival with a sponsored Masterclass. Category sponsors include graphics editor app Procreate for the Illustration category and telecommunications company Verizon for Digital Marketing.

### **"Drawn To" Campaign by JKR.**

This year, D&AD appointed global branding agency Jones Knowles Ritchie (JKR) to develop the organisation's creative platform for its Awards and Festival. Centered around the theme Drawn to Create, the campaign celebrates the many ways inspiration pulls us in—whether it's scribbling on a napkin or making a feature film, pulling together sell-in decks or making bold moves for your brand.

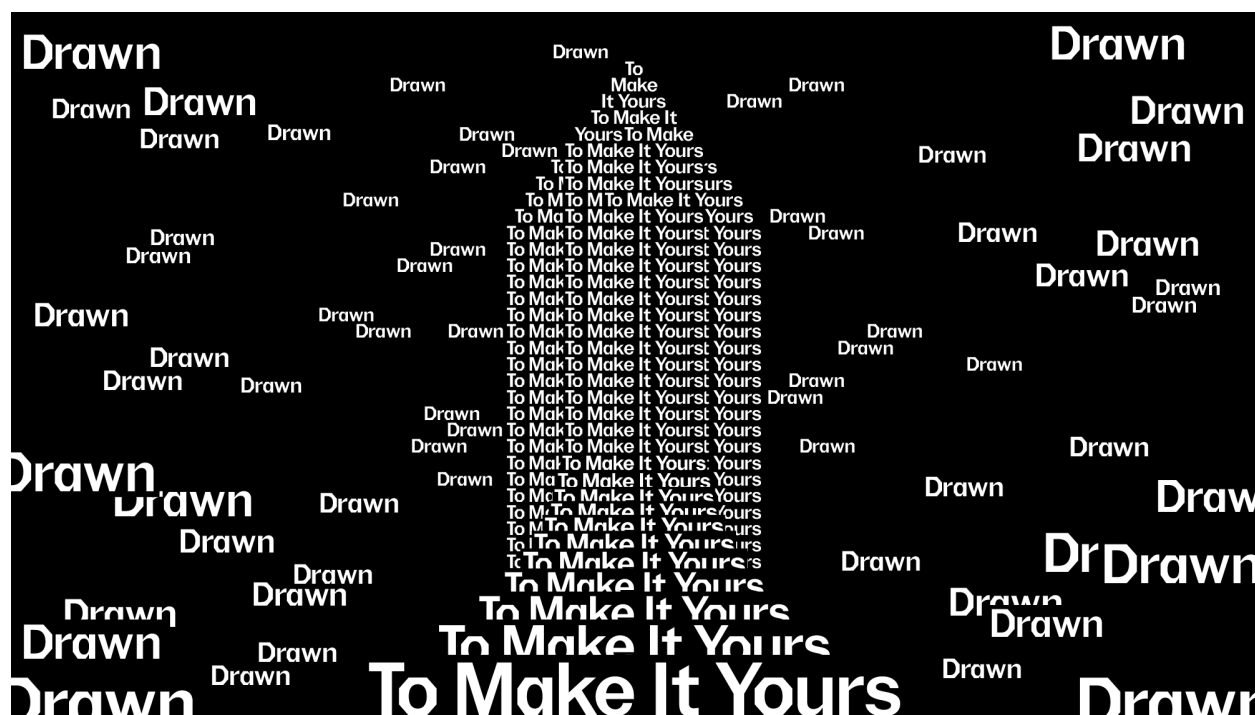
Influenced by the iconic D&AD Pencil, the design is built on principles of magnetism, with every element naturally gravitating toward the D&AD logo or Pencil itself. The type-led campaign, developed in collaboration with [Studio DRAMA](#), amplifies this pull, positioning D&AD as the center of creative excellence.



*“Across the creative industries, we’re all drawn to create—whether it’s to break the mold, chase excellence, or just make something that leaves a mark. With this campaign, we wanted to capture that shared drive and spotlight what makes D&AD so special. It’s the pinnacle of creative excellence, where you get to learn from the best and stand alongside your heroes. Whether you’re chasing your first Pencil or adding to a shelf full of them, everything culminates at D&AD,”* said **Gustavo Dao, Design Director at JKR**.

The [festival programme](#) will include insights fresh from D&AD's 2025 juries, behind-the-scenes deep dives into the work, and fireside chats and interviews with incredible creatives. Expect deep conversations, bold ideas and exclusive networking opportunities, all in the heart of London’s cultural scene.

D&AD will also reveal this year’s Pencil winners to close the festival with the D&AD Awards 2025 Ceremony on the evening of 22<sup>nd</sup> May.



ENDS

#### NOTES TO EDITORS

For all media enquiries, including press passes, interview requests and high-res imagery, please contact [press@dandad.org](mailto:press@dandad.org)



The complete programme and speakers can be found at [www.dandad.org/festival](http://www.dandad.org/festival)

## PASSES

Passes are available to purchase at [www.dandad.org/festival](http://www.dandad.org/festival)

Passes start from £175

Discounts are available for students, freelancers, small business owners, and retired persons.

## LOCATION

The Southbank Centre

Queen Elizabeth Hall Building

Belvedere Rd, London SE1 8XX

## KEY DATES

18 - 21 May 2025: Live Judging

20 - 21 May 2025: Shortlist Announced

21 - 22 May 2025: D&AD Festival

22 May 2025: D&AD Awards Ceremony

## TIMINGS

Festival - Day 1: Wednesday 21 May

Doors Open: 9am

Stage content: 10am - 6 pm

Festival - Day 2: Thursday 22 May

Doors Open: 9am

Stage content: 10am - 3pm

Ceremony: Thursday 22 May

6pm – midnight

## ABOUT D&AD

D&AD exists to stimulate, enable and celebrate creative excellence in the belief that great creative work creates better outcomes for all, and that creative excellence is achieved through a diverse, inclusive, sustainable industry, making work that's relevant and representative of the communities it serves.

**Awards** | The world-class D&AD Awards and Festival showcase the best commercial creative work in design, advertising, production and craft to raise the benchmark for excellence each year and inspire and connect the global creative community.

**Talent** | As a not-for-profit, D&AD provides new talent programs such as New Blood, that bridges the gap between education and industry, and Shift, a free, industry-led night school to help self-taught creatives enter the industry from outside traditional pathways.



**Learning** | D&AD Masterclasses deliver unrivalled professional development to help creative people at every stage of their working life acquire the skills and mindset to achieve creative excellence.

Learn more about D&AD and how you can get involved at [dandad.org](https://dandad.org).